

SALES REPORT

Agency: SHORR JOHNSON & MAGNUS - NCC	Primary Demo: Adults 35+	AE Name: NCC WASHINGTON DC
Client: BENNET FOR COLORADO - NCC	Flight Dates: 10/4/2016-10/10/2016	Bill To:
Product:	Market: Denver	
Estimate #:	Syscodes #: 6949	
TIM Ord #: 1199326	Networks: CNN,FXNC,MNBC,AMC,BRVO,HGTV,TLC,TNT...	Phone:
Ext. Ord #: 62344442		CPE:

Line Num	Dpt	Code	Rate \$	Unit Len	Mon 10/03	Mon 10/10	Total Units	RTG	Adults 35+ CPP	IMP	CPM
Denver,Jul16 C-DMA Nielsen Live+3											
Denver Interconnect,6949											
CNN											
3	Tu-Su 5a-9a CNN EM	EM	\$75.00	30	5	0	5	»0.51	\$147.06	»4,340	\$17.28
7	Tu-F 4p-7p CNN EF	EF	\$328.00	30	4	0	4	»0.90	\$364.44	»7,628	\$43.00
11	Tu-Su 7p-12m CNN PT	PT	\$150.00	30	9	0	9	»0.88	\$170.45	»7,481	\$20.05
2	M 5a-9a CNN EM	EM	\$75.00	30	0	1	1	»0.50	\$150.00	»4,205	\$17.84
10	M 7p-12m CNN PT	PT	\$150.00	30	0	1	1	»1.36	\$110.29	»11,462	\$13.09
FXNC											
15	Tu-Su 5a-9a FXNC EM	EM	\$402.00	30	5	0	5	»1.16	\$346.55	»9,830	\$40.90
19	Tu-F 4p-7p FXNC EF	EF	\$546.00	30	3	0	3	»1.84	\$296.74	»15,536	\$35.14
23	Tu-Su 7p-12m FXNC PT	PT	\$250.00	30	4	0	4	»1.30	\$192.31	»11,013	\$22.70
22	M 7p-12m FXNC PT	PT	\$250.00	30	0	1	1	»1.42	\$176.06	»12,016	\$20.81
MNBC											
27	Tu-Su 5a-9a MNBC EM	EM	\$50.00	30	7	0	7	»0.47	\$106.38	»3,979	\$12.57
31	Tu-F 4p-7p MNBC EF	EF	\$50.00	30	5	0	5	»1.13	\$44.25	»9,515	\$5.25
35	Tu-Su 7p-12m MNBC PT	PT	\$150.00	30	9	0	9	»0.76	\$197.37	»6,412	\$23.39
26	M 5a-9a MNBC EM	EM	\$50.00	30	0	1	1	»0.44	\$113.64	»3,761	\$13.29
30	M 4p-7p MNBC EF	EF	\$50.00	30	0	1	1	»1.23	\$40.65	»10,390	\$4.81
34	M 7p-12m MNBC PT	PT	\$150.00	30	0	1	1	»1.07	\$140.19	»9,032	\$16.61
AMC											
39	Tu-Su 7p-12m AMC PT	PT	\$250.00	30	9	0	9	»0.50	\$500.00	»4,265	\$58.62

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38	M 7p-12m AMC PT	PT	\$250.00	30	0	1	1	»0.53	\$471.70	»4,460	\$56.05
BRVO											
43	Tu-Su 7p-12m BRVO PT	PT	\$150.00	30	3	0	3	»0.26	\$576.92	»2,239	\$66.99
HGTV											
47	Tu-Su 7p-12m HGTV PT	PT	\$250.00	30	9	0	9	»0.74	\$337.84	»6,295	\$39.71
46	M 7p-12m HGTV PT	PT	\$250.00	30	0	1	1	»0.88	\$284.09	»7,422	\$33.68
TLC											
51	Tu-Su 7p-12m TLC PT	PT	\$125.00	30	9	0	9	»0.27	\$462.96	»2,323	\$53.81
50	M 7p-12m TLC PT	PT	\$125.00	30	0	1	1	»0.31	\$403.23	»2,584	\$48.37
TNT											
55	Tu-Su 7p-12m TNT PT	PT	\$200.00	30	10	0	10	»0.49	\$408.16	»4,154	\$48.15
54	M 7p-12m TNT PT	PT	\$200.00	30	0	1	1	»1.39	\$143.88	»11,772	\$16.99
USA											
59	Tu-Su 7p-12m USA PT	PT	\$250.00	30	9	0	9	»0.46	\$543.48	»3,915	\$63.86
58	M 7p-12m USA PT	PT	\$250.00	30	0	1	1	»0.17	\$1,470.59	»1,414	\$176.80
FOOD											
63	Tu-Su 7p-12m FOOD PT	PT	\$1,014.00	30	8	0	8	»0.58	\$1,748.28	»4,930	\$205.68
HALL											
67	Tu-Su 7p-12m HALL PT	PT	\$100.00	30	14	0	14	»0.33	\$303.03	»2,802	\$35.69
66	M 7p-12m HALL PT	PT	\$100.00	30	0	1	1	»0.24	\$416.67	»2,021	\$49.48
TBSC											
71	Tu-Su 7p-12m TBSC PT	PT	\$300.00	30	7	0	7	»0.43	\$697.67	»3,634	\$82.55
70	M 7p-12m TBSC PT	PT	\$300.00	30	0	1	1	»0.14	\$2,142.86	»1,145	\$262.01
AEN											
75	Tu-Su 7p-12m AEN PT	PT	\$150.00	30	12	0	12	»0.31	\$483.87	»2,615	\$57.36
74	M 7p-12m AEN PT	PT	\$150.00	30	0	1	1	»0.25	\$600.00	»2,132	\$70.36
ENT											
79	Tu-Su 7p-12m ENT PT	PT	\$125.00	30	10	0	10	»0.20	\$625.00	»1,704	\$73.36
78	M 7p-12m	PT	\$125.00	30	0	1	1	»0.16	\$781.25	»1,380	\$90.58

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ENT PT											
LIF											
83	Tu-Su 7p-12m LIF PT	PT	\$636.00	30	8	0	8	»0.22	\$2,890.91	»1,895	\$335.62
DISC											
87	Tu-Su 7p-12m DISC PT	PT	\$250.00	30	10	0	10	»0.62	\$403.23	»5,254	\$47.58
86	M 7p-12m DISC PT	PT	\$250.00	30	0	1	1	»0.17	\$1,470.59	»1,470	\$170.07
HIST											
91	Tu-Su 7p-12m HIST PT	PT	\$250.00	30	10	0	10	»0.63	\$396.83	»5,335	\$46.86
90	M 7p-12m HIST PT	PT	\$250.00	30	0	1	1	»0.63	\$396.83	»5,315	\$47.04

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Summaries	Total Cost	Mon 10/03	Mon 10/10	Total Units	GRP	Adults 35+ CPP	GIMP	CPM
Summary Stats								
Totals	\$47,685.00	179	17	196	112.92	\$422.29	»957,483	\$49.80
Total GRP		102.03	10.89					
Summary by Market								
Denver	\$47,685.00	179	17	196	112.92	\$422.29	»957,483	\$49.80
Summary by Zone								
Denver Interconnect,6949	\$47,685.00	179	17	196	112.92	\$422.29	»957,483	\$49.80

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DISCLAIMERS

Disclaimer

Disclaimer

Inventory subject to availability. Rates apply to this presentation only and are effective for two weeks from the date of this proposal.

Two-week cancellation policy.

Network ratings data for OWN will be inaccurate prior to the January 2011 book.

Network ratings data for NBCS will be inaccurate prior to the January 2012 book.

By signing this contract, I agree to the full terms and conditions already on file.

Disclosure

The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.

Authorized Acceptance: _____ Date: _____

Comcast Acceptance: _____ Date: _____

TERMS AND CONDITIONS

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SIGNATURES

ACCEPTED BY AGENCY / ADVERTISER: _____

DATE: _____

FINANCE: _____

MANAGER: _____

INVENTORY MANAGER: _____